



November 3
MICHIGAN MUNICIPAL LEAGUE
How Legal Decisions Effect Zoning
Southfield - Embassy Suites
800.653.2483

November 4
SOUTHEAST MICHIGAN
COUNCIL OF GOVERNMENTS
General Assembly Meeting
Detroit - Pontchartrain Hotel
313.961.4266

November 9
MACOMB COUNTY SBTDC
Business Basics Seminar
Mt. Clemens - 1 S. Main St., 9th Flr.
586.469.5118

November 16
MACOMB COUNTY SBTDC
**Employees & Taxes
- What Do You Do?**
Mt. Clemens - 1 S. Main St., 9th Flr.
586.469.5118

November 17
MACOMB COUNTY DEPT. OF
PLANNING & ECONOMIC DEV.
**Macomb County GIS Users Group
Meeting**
Mt. Clemens - 1 S. Main St., 9th Flr.

586.469.5285

November 18
MICHIGAN MUNICIPAL LEAGUE
**Searching For, & Writing Winning
Grants**
Plymouth - St. John's Golf &
Conference Center
800.653.2483

November 19
MACOMB COUNTY SBTDC/EDA OF
OF ST. CLAIR COUNTY
Business Basics Seminar
Pt. Huron - Citizens First M-TEC
Bldg.
586.469.5118

December 8
MACOMB COUNTY SBTDC
Business Basics Seminar
Clinton Twp. - Michigan Works Office
586.469.5118

December 14
MACOMB COUNTY SBTDC
Taxes & Your Home Office
Mt. Clemens - 1 S. Main St., 9th Flr.
586.469.5118

January 12
MACOMB COUNTY SBTDC
**Doing Business in the 21st
Century**
Clinton Twp. - MCC Center Campus,
University Center
586.469.5118

January 20
MACOMB COUNTY DEPT. OF
PLANNING & ECONOMIC DEV.
Planners' Exchange
Location & Time: TBA
586.469.5285

Macomb County Hosts "Doing Business in the 21st Century" Seminar

Companies doing business today like they did 10 years ago are rapidly losing ground to their competitors. "Doing Business In the 21st Century" is a half-day seminar designed to help firms understand the changing environment in which businesses operate.

Scheduled for 8:00am Wednesday, January 12, 2005 at the Macomb Community College, Center Campus, University Center, the morning program will address issues that today's business owner must have a handle on including; web site development, financing, exporting, accounting, taxes, hiring policies and legal structures.

The Macomb County Small Business & Technology Development Center (SBTDC), Macomb Community College and the Sterling Heights Area Chamber of Commerce are cosponsoring the half-day program.

Registration information will soon be available at www.misbtcd.org/region10 or by calling 586.469.5118.

**PLEASE CALL TO
REGISTER FOR CLASSES**



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Macomb County Trailways Master Plan Nears Completion

Nov. 2004

The last 15 months, the Macomb County Department of Planning & Economic Development has been working to develop a countywide trailways master plan. A grant from the Michigan Department of Transportation and additional funds by the Macomb County Board of Commissioners, have allowed such a project to occur, making it the first known master plan of its kind in the State of Michigan. Such a plan will provide numerous benefits to local communities including the ability to seek Federal, State and other endowment funding for other projects, improved health for Macomb County residents and means for economic development.

The County initiated this effort to facilitate a means for all local jurisdictions to coordinate and complement their individual trail plans. The master plan is being adopted by the local governments and has experienced an enthusiastic participation from most of the 27 local communities. This plan will provide the ability to create linkages of existing and proposed trails throughout the County and is also being used to establish greenway corridors and river corridors throughout the County.

The master plan considers the trails at four main levels of potential use, those being: Regional Corridors, Countywide Connectors, Local Connectors, and a "Blueway Water Trail". The Regional Trails represent those that have significance to adjacent counties, linkages with other plans within Southeast Michigan, and even at the State, National, and International (Canada) level. The Countywide level includes trails that

link between any two or more communities and serve as a basis to link to other Regional Corridors. These trails benefit greatly by coordinating local efforts with adjacent communities to provide more significance to their individual efforts. The final level includes those that are deemed Local Connectors. Each community has very specific trail or pathway needs that usually provide necessary non-motorized traffic to and from civic places, schools, parks, and other places of interest. There is a Blueway Water Trail (Clinton River) that would provide staging areas and portages for canoes and kayaks to the river. With the recent completion of the 1st Phase of the Macomb Orchard Trail, and the continued construction of the next two phases of development in 2005, Macomb County is setting a new momentum

for alternative transportation and outdoor recreation that is unprecedented. In November, the Macomb County Board of Commissioners will formally adopt the master plan. The Department of Planning & Economic Development looks forward to continuing work with the local communities to keep Macomb County on the forefront of trail planning.



Ribbon Cutting 1st Phase of The Macomb Orchard Trail - July 2004

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To receive a copy of this newsletter, please call 586.469.5285 and ask to be put onto our mailing list.

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The Planning & Economic Development News is published quarterly by the Macomb County Department of Planning and Economic Development (an agency of the Macomb County Board of Commissioners).

DEPARTMENT OF PLANNING
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Community Highlights: New Haven

The Village of New Haven was settled in 1835 and began to grow when the Grand Trunk Railroad laid tracks to Port Huron thirty years later. It was incorporated in 1869. In 1926, a foundry was built in the center of town and quickly became the top employer. It produced cylinder blockheads for "The Big Three" and employed generations of New Haven families. In 2001, it abruptly closed its doors and left more than 200 local workers without a job. Today, the abandoned facility has become an eyesore in what has the potential to become a successful downtown. Department staff has been working with village, state and federal authorities to begin the process of redeveloping the foundry site and revitalize the downtown area.



New Haven Foundry: Once an employer of nearly 400 local workers, this 40 acre site on rail, sits idled. New Haven has experienced phenomenal growth in recent years. Two new housing developments, led by

Lombardo Companies, have added nearly 600 households to the village. Attractively built with a neo-traditional flair, these communities offer miles of hiking trails, soccer fields and baseball diamonds. As a result, New Haven Public Schools is putting the finishing touches on the first new building since the high school was constructed in the 1960's.

New Haven demographics differ vastly



From Macomb County Residents: Lombardo's "Amherst" features a community pool and homes up to 2000 square feet for under \$200,000. verse than in other county communities. With less than 50 percent of its 2.5 square miles developed and easy access to I-94 and other major roads, New Haven is prime for growth.

To include your community in the highlights feature, please call 586.469.5285

County Begins Marketing and Branding Study

The Macomb County Board of Commissioners recently hired the firm of Gyro Creative Group to develop a strategic marketing and branding plan for the county. Gyro Creative Group is a well-respected company that played a significant role in getting both the Super Bowl and the NCAA Final Four to hold their marquee sporting events in Detroit over the next few years. The firm also has extensive experience in branding and marketing several Fortune 500 companies.

The first phase of the study will result in the convening of several focus groups.

Their purpose will be to identify the county's strengths, weaknesses, opportunities, and threats. The focus groups will represent various segments of our county including: business, education, government, non-profit corporations, faith based organizations, and real estate/development. Gyro Creative will then utilize the findings of the focus groups to develop a plan that will primarily target three areas: public relations, advertising, and event marketing. A separate and distinct element of the overall plan will deal with crisis communications. The ability to effectively and efficiently respond to



Staff News



The Department has recently promoted **Jennifer Belch** to Senior Secretary. Ms. Belch has been employed with the department for 17 years and is responsible for payroll, financials, CDBG reports and general office functions.

Ask the Planner

Q. What is a Conservation Easement?

A. According to the Michigan Society of Planners, a Conservation Easement is a legally binding restriction on a property, which limits its use or activity. Conservation easements can be used to protect land, especially that which is environmentally sensitive or unique, from the encroachment of new development. The property owner usually volunteers conservation easements. There are advantages to both community and landowner in the granting of conservation easements. The donation allows the community to receive the benefit of open space without the cost of purchase. For the landowner, the donation of conservation easements will typically result in federal tax savings.

any type of crisis is essential in order to mitigate the immediate situation and maintain (or even enhance) the County's overall credibility.

The Department of Planning and Economic Development will coordinate the study, which is expected to be complete within three months. For further information, please contact the department at 586.469.5285.

First "Alexander Macomb Historic Awards" Presented

The Macomb County Historic Commission recently presented the first Alexander Macomb Historic Awards. These awards acknowledge one worthy individual and group, for their long term contribution, knowledge and impact on Macomb County's local history.

The first individual recipient of the award was Donald W. Green. A local historian, he was instrumental in the development of the Clinton Macomb Library and assisted in the restoration of the Clinton-Kalamazoo Canal. Mr. Green is a member of several historical societies and currently acts as Vice-Chair of the Macomb County Historic Commission.

The Macomb Daily, formerly the Monitor Leader, was selected to receive the group award as the county's longest standing newspaper demonstrating a commitment to Macomb County history as illustrated by their historical books, reprints of front pages of the past, and historic articles and editorials about Macomb County.

Awards were presented at the annual Bath City Festival in Downtown Mount Clemens by Nancy White, Chair of the Macomb County Board of Commissioners during the opening ceremonies on August 27th.

Brownfield Redevelopment in Macomb County

According to U.S. Environmental Protection Agency, a "brownfield" is an "idle, abandoned, or under-used property where expansion or redevelopment is hindered by real or perceived structural conditions."

The Brownfield Redevelopment Financing Act allows local units of government and counties to create Brownfield Redevelopment Authorities. Broadly, BRAs identify and plan for the reuse of brownfield properties. They do this by approving redevelopment plans which detail the eligible environmental activities that will be conducted at sites, and determine if tax increment financing will be used to secure the capture of local property taxes and school taxes.

Tax increment financing allows BRAs to capture the property tax increase that results from the redevelopment of the site. This captured "increment" is used to reimburse the developer for the environmental activities that constitute the site clean up.

In Macomb County, a prospective developer will begin the process typically by

submitting an application to the local BRA. In those cases where the local unit of government has not established an authority, the developer may apply to the Macomb County BRA. In this latter instance, the county must ultimately defer to the local unit of government as to whether the project can move forward under the administration of the county's.

Next, the developer must draft a Brownfield Plan. The plan describes the project in detail and includes information on the eligible activities to be performed at the site. The plan also identifies the taxes that are to be captured for the project and indicates how the eligible activities will be initially funded.

Once a plan is complete, the BRA votes on whether to make recommendation to the Board of Commissioners. The board has final approval. Further, if school taxes are to be captured, a work plan must also be prepared and submitted to the Michigan Economic Development Corporation.

County Provides Assistance to Salvation Army

The Macomb County Board of Commissioners has awarded a one-time Community Development Block Grant allocation of \$100,000 to the Salvation Army for the provision of transitional housing services at its Harbor Light Center in Clinton Township. The funds will provide

supportive services (case workers and resident monitors) through next June. The authorization offsets a budget deficit caused by lower than anticipated private contributions, and by a lack of Federal homeless funding in Macomb County.

Spotlight on Business: Update

Safie Specialty Foods will be establishing a new 14,000 square foot food processing facility in Chesterfield Township. The company produces gourmet pickles from farm-fresh and hand picked baby cucumbers, peppers and beets. The products are then packed into artfully labeled Mason-style jars and distributed widely across the Midwest and, most recently, into Asia. The company will be investing more \$1.5 million in the construction of the facility and acquisition of new machinery and equipment. With this expansion project, Safie expects to create approximately 65 new jobs over the next two years.

Safie Specialty Foods is a long-time client of the Department's

Small Business and Technology Development Center (Region 10). In 2002 the company was recognized by the Michigan SBTDC as one of 12 Best Small Businesses in the state.

Fraser will soon be home to the new operations of another food products producer, **Carmela Specialty Foods**. Carmela, which is relocating from its current Detroit facility, imports fine food products for the production of gourmet entrees such as ravioli, soups, salad dressings, desserts and more, all of which are distributed to finer retail establishments and restaurants. Construction of a new 33,000 square foot facility will commence this month.

Located in south-Warren since 1956, **Hercules Welding Products** is

embarking on an expansion. The company, which manufactures resistance-welding components used in automobile assembly facilities worldwide, has acquired a neighboring 3,000 square foot building on Timken Drive and will construct an addition that will adjoin the two buildings. This increased capacity is necessary to accommodate their approaching incorporation of an additional manufacturing line. Hercules plans to invest more than \$3.5 million in construction of the facility and acquisition of new machinery and equipment. The company anticipates creating up to five new jobs over the next two years.